

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:
Alexis S.R. Ashley § Confirmation No. 2467
Serial No.: 10/565,667 § Group Art Unit: 2421
Filed: January 23, 2006 § Examiner: Robert J. Hance
For: CONTENT IDENTIFICATION
FOR BROADCAST MEDIA §

RESPONSE TO OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Office Action mailed November 14, 2008, please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.